One of the biggest ways the cellular companies controls us is by our cell phone numbers. The companies state it will give us as consumbers the option of switching carriers, well yeah, its our right. And at that extent, generally with all new service you have a 1 or 2 year contract, so they are keeping us locked in anyways. The cell phone companies have to come up with something better than, "it will enable people to switch carriers to easily and frequently." Why should I have to change my cell number if I want to go from Sprint PCS to AT&T because Sprint PCS has worse customer service than AT&T, and thats important to me. WE as consumers should be able to keep our cell numbers as they are. There is no reason why we shouldnt be able to.